

# INNOVATIVE DRIVER SAFETY PROGRAMME CUTS ACCIDENT COSTS BY 51%

- Innovative driver safety programme across fleet of 816 vehicles
- Tailored driver training packages based on live risk data
- Focus on rear end collisions, mobile phone use and effective employee communication
- Return on investment (ROI) of 5:1

## THE RIGHT TRAINING AT THE RIGHT TIME

A global pharmaceutical company runs a groundbreaking Driver Safety Programme, managed by Fleet Operations, across its UK fleet of 649 company cars and 167 grey fleet and pool vehicles.

It launched an ambitious initiative to cut accidents and improve driver safety in 2013. The Driver Safety Programme is a bespoke 'live' system using continuously updated data. As employee risk ratings can change with each driving event, this allows the most effective and relevant training action to be taken at the right time.

All employees (and spouses) are included in the scheme, whether they drive two or twenty thousand miles a year, a company car, pool car or private car and regardless of role or seniority.

## PREVENTATIVE RISK ASSESSMENT

Every employee across the UK - including those with grey fleet vehicles - was initially screened and rated as a low, medium or high risk driver based on a number of factors including age, annual mileage, licence origin, endorsements, previous driver training and incidents.

All drivers are mandated to take an online driver risk assessment (annually for medium and high risk; every two years for low risk), a four-part interactive multimedia tool using video clips to test knowledge of the highway code, hazard perception, observation skills and attitude. The results from each module highlight specific problem areas and drivers are given targeted training programmes to address each problem area. High risk drivers receive one-to-one behind the wheel driving instruction from an on-road training partner.

As the Fleet Operations team performs monthly licence and risk factor checks, employee risk ratings fluctuate accordingly and are highly accurate. If, for example, an employee gets points for speeding in June, pushing them into a high risk category, they will be immediately mandated to complete a training module on speeding in July.

Each month, every incident - from serious accidents to minor wing mirror grazes - goes through a root cause analysis by Fleet Operations and recommendations are made on which tailored training package is required. If, for any reason, employees do not undertake training within the specified deadline, this is reported to line managers and escalated to senior management until training is completed.

## ADDRESSING PAIN POINTS

As data revealed that rear end collisions were a particular issue, a specific e-learning course was devised to tackle this head-on and given to every employee.

A clear and pragmatic company policy on mobile phone use while driving was sent to every employee. Rather than imposing an outright ban (impossible to police), the policy states the company does not expect employees to make calls while driving and tells them to only accept calls to tell callers they will call them back, so that concentration behind the wheel is not impeded by longer conversations.

The use of at-scene post accident reviews has been instrumental in effective root cause analysis, helping the company to identify and address the real cause of accidents.

## CLEAR EMPLOYEE COMMUNICATIONS

An ongoing campaign of communications, posters and e-shots keeps safety top of mind. Topical advisory guides on issues like winter driving, driving overseas or driving during Ramadan fasting have been well received by staff. A video was also produced on seating positions and ergonomics to avoid injury.

All employees receive at-a-glance glove box guides with safety advice and contact details for windscreen chips, tyre replacement, accidents etc. A more detailed driver safety handbook provides advice on everything from driving in adverse weather to dealing with fatigue.

## RETURN ON INVESTMENT

The programme has proved highly effective at changing driver behaviour, reducing the number and severity of accidents, and delivering a significant return on investment over 2 years of 5:1.

- **At-fault accidents cut by more than a third (34%)**
- **Total accident costs more than halved (51%)**
- **Average cost of each incident reduced by 29%**
- **Number of high risk drivers reduced by 22%**
- **15% reduction in at-fault rear end collisions**
- **No repeat CU80 penalties received for mobile phone usage following training**